

- Serious, Lucrative Family Business**
- Strong, Active Participation Both Spouses**
- Get In For Less Than \$100**
- Six Figure Income Eventually Possible**
- Big Residual Income Later Years**
- Business Plan & Goals**
- “Battle Will Not Be Won If The Troops
(Both Spouses) Don’t Know What They
Are Fighting For.”**
- “What’s In It For Me?”—Husband & Wife**
- True Business Not A Hobby Or Army of
Volunteers Passionate About Products.**
- Must Be Run As A Business---For A Profit.**

- Historical Normalcy Of Self-Employment--
80% Typically Worked For Themselves.**
- Industrial Revolution Abberation, 80%
Worked For As Employees.**
- End of Industrial Revolution USA/Europe.**
- Trend Moving Back To Self-Employment.
Down To 7% in 1976, Rebounding Since.
JJA Goal—Return to 80% Self-Employ.**
- Big Help From Internet & Technology.**
- Kinds Of Self-Employment—Start Business
From Scratch, Buy Existing Business, Buy
A Franchise, Get Into Network Marketing,
MLM, Or Direct Selling.**
- Largest Employer In USA is Manpower Inc.
The Temp Firm.**

--Benefits of Homebased Business, Including Network Marketing & MLM—Start P/T Or F/T. Fire Your Boss When Convenient.

- + Substantial Tax Benefits (More Later).**
- + Financial Freedom—Make 15% More Than Employed Counterparts In Same Line Of Work. Save/Invest Yourself.**
- + Avoid Job Instability—Jobs Last 4 Years, Downsizing, Outsourcing, Offshore Outsourcing.**
- + Lost Millions Of Jobs, But Since 2001, BLS Says We've Added 1.59 MM New Small Businesses.**
- + With Fewer People, US Productivity Up 5.4% in 2003, Biggest Gain in 20 Years, And US Manufacturing At Highest Output in 20 Years.**

Convert Hobby To Business For Tax Benefits, Satisfaction, Personal & Financial Freedom:

- 1. Tax Freedom Day April 11, 2004—
Lowest in 37 years. May 2 in 2003.
Total Taxes More Than Mortgage
Or Rent/Housing Costs . Taxes= # 1
Expense Category.**
- 2. Certain Expenses Become Can Be
Deducted. (Ohio Dealer = \$ 800
saved). Lower Tax Liability.**
- 3. More Favorable Retirement Plans
For Self-Employed—Keough, SEP
IRA, etc.**
- 4. Tax Codes Favor Self-Employed
And The Poor. Middle-Class
Employees Hurt Most By Taxes.**

**Operate Your AMSOIL Dealership As
A True Business, P/T or F/T.**

- + This Involves Using Husband & Wife's
Needed Skills (TBD Shirley).**
- + Skills Assignments Must Be Based On
Excellence And Not Gender Bias Or
Stereotypes.**

Avoid 95 % Chance Of Network Marketing Failure Caused By:

- + Lack Of A Business Mindset**
- + Not Acquiring/Developing Missing Skills**
- + Not Having A Written, Multi-Year Business Plan**
- + Lack of Business Training—Not To Be Confused With Product Training.**
- + Technophobia & Lack of Internet Business Proficiency & Outdated Work Methods. Internet=National Operations For You.**
- + Little Desire To Postpone/Delay Less Important Priorities To Focus On Your Business. “Get Off Couch” (Big Al).**

Assuming That The Workplace Has Not Changed:

- + One Job For Life vs. Many Jobs (10 Employers In 40 Years)**
- + Secure Job Vs. No Job Security You Must Be A Free Agent.**
- + Social Security & Medicare No Longer Certain Long Term; Must Save/Invest Yourself.**
- + Job Length Liability, Not Asset.**
- + Scheduled Merit Raises vs. Earn Unlimited On What You Produce.**

Assuming That The World Hasn't Changed.

- + Offshore Outsourcing, Stagnant Wages, Free Trade, Rise of China As A Superpower—61 cent wages. Buy 35% Of Oil; #4 manufacturer.**

Education Needed In 21st Century

Remember: Knowledge Doubles Every Three Years:

- + Scholastic (Read, Write, Math)**
- +Professional/Technical (Vocational)**
- +Business Skills (How To Operate At A Profit)**
- +Financial (Save & Invest Yourself)**
- + Health/Wellness (Lifestyle, Exercise, ALTRUM Supplements, Food Choices.**

Commitment

- + Decide To Do AMSOIL As A Real Business, Involve Both Spouses. Learn More Continuously. If Not, Reclassify As A PC.**

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